What is claimed is:

1. In a data network including a gateway server for interfacing data content obtained from a content server to a node comprising a mobile terminal, apparatus for redirecting at least some of the data content to another network node, comprising:

a data store for storing a user-supplied designation of the other network node;

a sensible indicator for indicating whether the user has requested redirection of data content; and

a data path operatively connected to the data store and to the sensible indicator and adaptable to route data content to the mobile terminal or to the other network node designated in the data store according to the sensible indicator.

2. The apparatus of claim 1 wherein:

the content from the server is in HTML format; and

the data path is further adaptable to convert content to WAP format and to selectably route WAP-format content to the mobile terminal or to the other network node.

3. The apparatus of claim 2, wherein the data path is further adaptable to instruct the server to send the content in HTML format to the other network node.

4. The apparatus of claim 1, further comprising a logic circuit to reset the sensible indicator after content is redirected.

5. In a data network including a gateway server for interfacing data content obtained from a content server to a node comprising a mobile terminal, a method of redirecting at least some of the data content to another network node, comprising:

storing a user-supplied designation of the other network node;

storing an indication of whether the user has requested redirection of data content; and

routing data content to the mobile terminal or to the other network node according to the stored indication.

6. The method of claim 5 wherein the content from the server is in HTML format; and

the method further includes a step of converting HTML format to WAP format; and

the routing step is adapted to selectably route WAP-format content to the mobile terminal or to the other network node.

7. The method of claim 6, wherein the routing step is further adapted to instruct the server to send the content in HTML format to the other network node.

8. The apparatus of claim 5, further comprising a step of resetting the stored indication after content is redirected.